

Against the Grain

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If Rumors Were Horses

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Against the Grain

"Linking Publishers, Vendors and Librarians"

The Grass Really Is Sometimes Greener

by **Forrest E. Link** (Acquisitions Librarian, The College of New Jersey; Phone: 609-771-2412; Fax: 609-637-5158) <linkf@tcnj.edu>

Some thirty years ago, when **Katina Strauch** convened the first **Charleston Conference**, an idea came of age. This idea was that publishers, vendors, and librarians have much in common and should interact more deeply. As this notion took hold, and as the conversations fostered by the **Conference** and, later by its offshoot, *Against the Grain*, continued, it became a commonplace that they share not just the usual lofty goals, but also overlapping skill sets. That is, the experiences gained by working in publishing or librarianship are of value to — and transferable to — the vendor community. Likewise, experience in librarianship or the vendor community can be valuable to publishers. Vendors and publishers began to recruit and hire librarians. The boundaries between these communities became more fluid.

But despite the common set of skills and values found at publishers, vendors, and librar-

ies, workplace cultures can differ dramatically. Eighteen months ago (has it really been that long?), when I joined the ranks of academic librarians after a long career in book-vending, I understood some aspects of my work life would be different — going to the same office every day, buying stuff instead of selling stuff, having colleagues physically on-hand, and, most significantly, having supervisory responsibility for a workgroup instead of working independently — but I didn't appreciate *how* different. Having spent over 25 years visiting libraries and working with librarians everyday, I thought I knew libraries. I was wrong. What I knew was library acquisitions and collection development. I had the skills, but I needed to learn the culture. It was this realization that different sorts of librarians inhabit truly different worlds that led me to suggest to **Katina** that some of my observations might be of interest to other librarians curious about changing fields within the profession.

This resulted in an occasional column in *Against the Grain*. Subsequently, we thought it might be interesting to hear other voices.

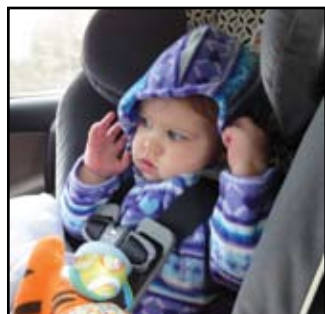
In this collection of articles, six librarians who have crossed the vendor/publisher/librarian boundary give us their perspectives on the differences in workplace culture and lessons they learned along the way.

In "Changing Glasses: Does Our World Look Different as a Vendor or a Librarian," **Corey Seeman**, the Director of the Kresge Business Administration Library, Ross School of Business at the **University of Michigan** (Ann Arbor), reflects on his career path which took him from a small, special library to the world of an ILS vendor and then the academic library administration. He proffers his belief that the commercial side of librarianship is not so dif-

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If Rumors Were Horses

The gorgeous **Xan Arch** wrote me the other day to say that she would like to have a hiatus from her column for the next few issues of *ATG*! Why? Because she and her husband are expecting their first baby this June (yay!) and things are getting pretty crazy preparing for leave from work and the new baby. **Xan** says she doesn't know how much time she will have to write and maybe baby naptime will be good column-writing time! Either way, **Xan** promises that she will be back at work by October and should be ready to resume normal writing. And hopefully come to **Charleston**! Golly gee whizz!



Pictured above is **Heather Miller's** granddaughter, **Nata-lie**. **Heather** says she is a very happy, agreeable baby, now about 9 months old.

So sad. **Deb Vaughn's** mother, **Helen "Sue" Vaughn**, of **Clemson, SC**, passed away several days ago. I remember meeting **Sue** at **Deb's** engagement party and she was a kind and caring woman just like her daughter. Our thoughts and prayers are with you and **Bo** and the family, **Deb**.

Speaking of **Deb**, the review of **Michael Gorman's** book *Broken Pieces* in **Deb's** column in the Feb issue of *ATG*, caused a great sensation. Did you see it in the last issue (v.24#1, p.40-41). The **Charleston Conference** working group had been talking about **Michael** and how



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From Your (pasta-loving) Editor:

Recently went to the **Fiesole Retreat** which every four years is in Italy. I have a confession to make. I love pasta. And there is no pasta anywhere that tastes as good as the pasta in Italy. I went on a diet so that I could eat all the pasta I wanted for five days. And that's exactly what I did! And while I was dieting, I had plenty of time to work on this issue of **ATG** which is edited by the energetic **Forrest Link** with the theme **The Grass Really is Sometimes Greener**. **Forrest** enlisted contributions from librarians who had become vendors, and vendors who had become librarians, and every which way. It was truly fascinating to read all about the experiences of **Corey Seaman**, **Valerie Tucci**, **Kate Kosturski**, **Laura Harris**, **Amira Aaron**, and **Scott Smith**. And many of these authors have also provided a people profile so we can learn even more

about them. Our interviews in this issue are with **Leslie Straus**, **Max Phua**, and **Dr. Mehdi Khosrow-Pour**, with accompanying publisher profiles for **SkyRiver Technology Solutions** and **IGI Global**.

Leila Salisbury writes a university press column from a different perspective, we have a report on the **Association of Subscription Agents (ASA)** annual conference from **Anthony Watkinson**, and more reports from the **31st Annual Charleston Conference** written by conference attendees that **Ramune Kubilius** has compiled. There is another installment of the **Richard Abel** story, a discussion of the Internet vis-à-vis libraries,

tales of a boy and a tribal drum, and there's even something about dance. **Bob Nardini** tells of visiting his old library school, **Jesse Holden** talks about professional ethics, and **Tinker Massey** has been thinking, "What Are We About?" **Greg Tananbaum** went to the Paris of the plains for the **SPARC** meeting, while **Tom Leonhardt** was busy reading for **Foreward Magazine**, and **Dennis Brunning** has much to say about **Britannica**. And, of course, there is much, much more, so keep reading!

Meanwhile, back at **ATG** headquarters, it's supper time. I need to diet to get over the pasta but maybe tomorrow!

See y'all soon! **Yr. Ed.** 🍷



Letters to the Editor

Send letters to <kstrauch@comcast.net>, phone or fax 843-723-3536, or snail mail: **Against the Grain**, MSC 98, The Citadel, Charleston, SC 29409. You can also send a letter to the editor from the **ATG Homepage** at <http://www.against-the-grain.com>.

Dear Editor:

I really think I cannot participate as a conference director anymore. My time before retirement is getting shorter and my to-do list is getting longer. Much as I have loved being involved in the **Charleston Conference**, it is time to say farewell.

As I mentioned when I saw you at Midwinter, **Norton** died in December. This has thrown my life head over heels and my mind has been mushy ever since, although it seems to be improving, and I have an incredible number of things to pay attention to.

My last day will be Feb. 29, although I will maintain my email address and will have access to my office for awhile. It has been a wonderful experience knowing and working with all the conference directors and attending the conferences since the 1980s.

I wish you all the best.

Heather Miller

<hmillier@albany.edu> 🍷



Rumors from page 1

much we would like to have him return to speak. **Michael** got a standing ovation way back when! So—I wrote **Michael** and am still hoping to persuade him to come to Charleston. He has left Fresno and settled in Chicago and is enjoying life with his grandchildren, he tells me, but I have not given up!

Speaking of that review, **Rob Christopher** from **ALA** (the publisher of **Broken Pieces**) asked for a PDF of the review!

Just back from the **Fourteenth Fiesole Retreat** which was held in Fiesole, Italy, where many of our colleagues were present. **Dr. Hazel Woodward** was there looking younger than ever! She announced her retirement from **Cranfield University** at the end of March but she will be working with the where-does-she-get-all-her-energy **Helen Henderson** with **Information Power**. New email is <hazel@informationpower.co.uk>.

At the Retreat the theatrical **Bill Hannay**—the lawyer, remember him?—gave quite a paper on the theft of print historical documents, rare books and manuscripts and the legal rights and remedies. Of course he sang a song which built on "These boots are made for walking..." but he used books instead of boots. Hilarious and cutting edge as always. Papers should be up shortly. The **Fiesole Retreat** Website is located at <http://www.casalini.it/retreat/>.

Speaking of which, **Irina** and **Fred Lynden** and the charming Director General **Anton V. Likhomanov** from the **National Library of Russia** were also at the Retreat and were very interested in **Bill's** talk.

BTW, did you know that the astute **John Baudassi (ProQuest)** has family in northern Italy? Had no idea. Moving back to the U.S.,

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AGAINST THE GRAIN DEADLINES VOLUME 24 — 2012-2013

| 2012 Events | Issue | Ad Reservation | Camera-Ready |
|-----------------------|---------------------|----------------|--------------|
| ALA Annual | June 2012 | 04/05/12 | 04/26/12 |
| Reference Publishing | September 2012 | 06/22/12 | 07/13/12 |
| Charleston Conference | November 2012 | 08/22/12 | 09/12/12 |
| ALA Midwinter | Dec. 2012/Jan. 2013 | 11/09/12 | 11/30/12 |

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The Grass Really Is Sometimes ... from page 1

ferent and that all librarianship is centered on human interactions.

Valerie Tucci, the Physical Sciences/Engineering Librarian at **The College of New Jersey**, comes from years of management at a small, very hierarchical corporate library. In her article, "Crossing the Bridge Connecting the Corporate and Academic Library Worlds," she outlines the cultural and organizational differences between academic and special librarianship and describes her adjustment to academic life.

In "The Refugee Returns Home: An MLS in Corporate America," **Kate Kosturski**, Instructional Services Coordinator for Europe at **JSTOR**, writes of her personal journey to librarianship, painting herself as one of the "refugees" from other fields.

Laura Harris, a Web trainer at **Springshare**, writes of her move from a large academic library to a small software company in "Joining the Dark Side." In her article, she comments on the joys of working from a home office and the advantages of smaller organizations.

In "Lessons Learned," **Amira Aaron**, Associate Dean, Scholarly Resources at **North-eastern University Libraries**, writes of a long career that has moved from academic libraries to the vendor world and back. She offers her prescription for insuring success in either camp and discusses the challenges ahead.

Finally, in "The Value of Experience," **Scott Smith** reflects on a long career in book-vending and writes of his decision to return to the library world he so clearly loves. Along the way, he challenges the occasionally limited vision of library hiring committees who discount non-traditional experience. 🌱

against the grain people profile

Forrest Link

Acquisitions Librarian
The College of New Jersey
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BORN & LIVED: Except for one wayward year, I've lived my entire life in New Jersey.

EARLY LIFE: Pathologically happy.

FAMILY: Wife, **Margaret**; Two daughters, **Adrianna** (grad student at **Johns Hopkins**) and **Alicia** (soon-to-be-minted BFA from **BU**); Son, **Jeremy** (soon-to-be-unemployed philosopher with BA from **Rowan**).

EDUCATION: BA, Classics, **Rutgers College**; MA, Classics, **Rutgers**; MLS, **Rutgers**.

FIRST JOB: Movie theater usher (remember those?).

PROFESSIONAL CAREER AND ACTIVITIES: After getting my MLS, I was a cataloger for **B&T** before being detoured for nearly 30 years in vendorland as a rep for **Midwest Library Service** and **Blackwell** (remember them?).

IN MY SPARE TIME I LIKE TO: Sing with a local choir, read voraciously but not critically.

FAVORITE BOOKS: *Wind, Sand, & Stars*, **Antoine de Saint-Exupéry**. *The Supper of the Lamb*, **Robert Farrar Capon**. *Mating*, **Norman Rush**.

PET PEEVES/WHAT MAKES ME MAD: The smug and self-important.

PHILOSOPHY: Work hard, treat others decently, be grateful.

MOST MEANINGFUL CAREER ACHIEVEMENT:

When **Lyman Newlin** remembered my name.

GOAL I HOPE TO ACHIEVE FIVE YEARS FROM NOW: Achieve tenure at **TCNJ**, understand **Microsoft Access**.

HOW/WHERE DO I SEE THE INDUSTRY IN FIVE YEARS: More heavily dependent on electronics with ongoing struggles to fund them. Lots more tablet readers (in both senses of the word). 🌱



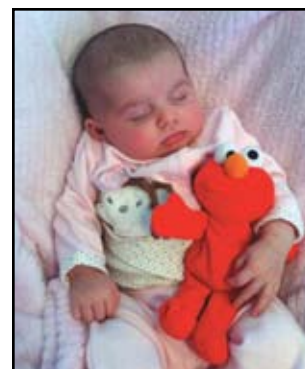
Rumors from page 6

John visited **Charleston** recently with the delightful **Kim Robinson** (Regional Director of Sales for the Southeast and MidAtlantic, **ProQuest**) and we had a grand old time talking about business, silent movies, and video games.

More from this side of the pond, following its acquisition by **ALA publishing**, **Neal-Schuman** shut down its New York City operations on March 22. Here are email addresses for key people at **ALA** who will be handling the **Neal-Schuman** imprint. **Michael Jeffers**, publisher <jjef-fers@ala.org> and **Jill Davis**, marketing manager <davis@ala.org>.

And heard from the lovely **Kathryn Suarez** who will be moving to **ABC-Clio** after five years with **Neal-Schuman**.

The wonderful **Mike Sweet** caught me up on the status of the scholarly **John Dove** whose mother was a librarian, **John** was on his way to the **London Book Fair**. **John** is out of the hospital and bicycling away still after surgery on his hematoma from his bike accident and surgery to remove a small growth on his kidney. But you can't keep a good **Credo** man down!



Pictured above is **Lainie Brown's** first granddaughter, **Madison Olivia Brown**, 7 weeks old. Congratulations **Lainie**!

Was talking to the focused **Audrey Powers** the other day about a potential preconference before the **32nd Charleston Conference**, and she told me that her son, **Austin** (remember him?) is curator of an art gallery in China. When he was a boy he fell in love with China and is now doing what he always wanted to do. Anyway, **Austin** was coming to Florida for a brief visit. BTW,

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Future Dates for Charleston Conferences

Preconferences and Vendor Showcase Main Conference

| | | |
|-----------------|------------|---------------|
| 2012 Conference | 7 November | 8-10 November |
| 2013 Conference | 6 November | 7-9 November |
| 2014 Conference | 5 November | 6-8 November |
| 2015 Conference | 4 November | 5-7 November |

The Refugee Returns Home ... from page 24

still tends to be rigid, more forceful legal professional than customer service-oriented sales representative. I am grateful to have a co-worker, one of **JSTOR**'s long-time employees, who takes time out of her busy schedule when asked to review my writing to make sure content reflects the "**JSTOR** Way."

A final challenge comes in my own professional development: at **JSTOR** it's been done mainly on an individual level. While I have chances to attend conferences as an official representative of the organization, I have to make sure I have the time to devote to personal conference attendance — balancing sessions I want to attend at **ALA** versus time I have to work the **JSTOR** booth in the exhibit hall and maintaining my extensive library network alongside my own work schedule and duties. I also must take care in what I write or say, sometimes keeping quiet on certain news developments because the outside world can construe my words, innocent as they may be, as an official organization opinion or attitude on an issue. I do make sure to let our marketing department know when I am writing or speaking just so that no one is caught off-guard when they see **JSTOR** in a journal or conference program. (This article included!)

I grew up Catholic, and one *Bible* story we heard in school was that of the prodigal son — the son who left home, found himself poor, and returned to his father in rags, not expecting a welcome with open arms. As this father reminds his other son, "My son," the father said, 'you are always with me, and everything I have is yours. But we had to celebrate and be glad, because this brother of yours was dead and is alive again; he was lost and is found.'" I am that prodigal younger son, returning home to an environment and career path that I ran away from just because the industry and workplace was not a good fit for me. Lost for so many years, I feel as though I have finally come home. 🌿

Kate Kosturski received her MLS from Pratt Institute and is Institutional Participation Coordinator, Europe at JSTOR in New York City. Ms. Kosturski is also a 2010 ALA Emerging Leader and has presented at ACRL, the ALA Annual Conferences, and InfoCamp Seattle. More on her work is available at www.katekosturski.com.

Rumors from page 14

look for the picture of **Audrey**'s grandbaby in this issue, p.69.

The awesome **Gail Schlachter** is running for **ALA Council**. I still remember when **Gail** told me that she gave her daughter a fax

machine for a wedding present! Have I told y'all that before?

One more candidate for **ALA Council** — the wonderful **Mary Page**! Let's get out the votes!

Speaking of the **Charleston Conference**, we plan to open registration in mid-May/early June. Watch for it! And we are trying a new registration system, **Constant Contact**. Hope

you all like it! The call for papers and pre-conferences is already up. Visit www.katina.info/conference.

Several speakers are already lined up for the 32nd. **Annette Thomas**, the CEO of **Macmillan, Ltd**, will be our main keynote speaker. **Ann Okerson** will return for the **Long Arm of the Law Panel** and she has

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against the grain people profile

Kate Kosturski

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JSTOR, New York, NY

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BORN & LIVED: Born in Woodbridge NJ. Now living in Norwalk, CT.

EARLY LIFE: Graduated **Woodbridge High School** in 1996. Member of award-winning **WHS Concert Choir**. Active on school newspaper, theater performances, **National Honor Society**.

FAMILY: Parents (**Rosemary** and **Joseph**) are retired and reside in New Port Richey, FL. Sister (**Chrissy George**) lives in East Windsor, NJ with husband **Tom** and three-year-old daughter **Cassie**.

EDUCATION: B.A., Government/Public Administration *summa cum laude*, **York College of PA**, 2000. M.S.L.I.S., **Pratt Institute**, 2010.

FIRST JOB: First ever job: cashier at **CVS** in local mall. First post-college job: legal assistant at **Carpenter Bennett & Morrissey** (now **McElroy Deutsch Mulvaney and Carpenter**).

PROFESSIONAL CAREER AND ACTIVITIES: Editorial Board, *Reference and User Services Quarterly (RUSQ)*, effective June 2012. 2011 **ALA** Emerging Leader, Chair of **RUSA** Structure Taskforce, Co-Chair of **ALA** NMRT Student and Student Chapter Outreach. Full list of professional activities available at www.katekosturski.com.

IN MY SPARE TIME I LIKE TO: Crafts (knitting), good books, cooking, travel, jigsaw puzzles, technology, board and card games, steampunk culture, renaissance fairs.

FAVORITE BOOKS: *Sideways* (**Rex Pickett**), *Millennium Trilogy* (**Stieg Larsson**), *Bridget Jones series* (**Helen Fielding**), *84 Charing Cross Road* (**Helene Hanft**), *The Mysteries of Pittsburgh* (**Michael Chabon**), anything by **Neil Gaiman**, or **George R.R. Martin**.

PET PEEVES/WHAT MAKES ME MAD: Stupidity.

PHILOSOPHY: Two quotes sum it up best:

"Nobody in life gets exactly what they thought they were going to get. But if you work really hard and you're kind, amazing things will happen." — **Conan O'Brien**, *The Tonight Show*, January 22nd, 2010.

"I am certain that after the dust of centuries has passed over our cities, we, too, will be remembered not for victories or defeats in battle or in politics, but for our contribution to the human spirit." — **John F. Kennedy**

MOST MEANINGFUL CAREER ACHIEVEMENT: Being named an **ALA** Emerging Leader in 2011.

GOAL I HOPE TO ACHIEVE FIVE YEARS FROM NOW: **ALA** Councilor, **JSTOR** Sales Director, or **ITHAKA S+R** Research Strategist.

HOW/WHERE DO I SEE THE INDUSTRY IN FIVE YEARS:

A stronger partnership between librarians and their resource providers/vendors through collaboration on projects. More mutual understanding of the challenges each faces from technology and economic pressures. Publishing market will be dominated by electronic resources and eBooks. Evolution from print to digital will lead to serious examination and revision of copyright law. 🌿



Joining the Dark Side from page 28

as an academic. Since joining **Springshare**, I've attended two large conferences — **ACRL** and **ALA Annual**. When attending these conferences as an academic, my focus tended to be on attending (and sometimes giving) presentations. As a vendor, the majority of my time was spent in the exhibit halls. I find this experience to be invigorating, if a bit hard on the feet. It was incredibly satisfying to speak to so many people! In my opinion, networking with colleagues is one of the primary reasons for attending a conference — and I feel I succeeded at this goal much better as a vendor than I could as an academic librarian.

What I Miss About Academia

Although I've discovered and embraced the many advantages to being a vendor, I must admit that I sometimes miss academia. Specifically, I miss interacting with students and faculty. I am perpetually curious about students, their information needs, how they go about fulfilling those needs, and how their information-seeking strategies differ from my own. I loved working with faculty, especially learning how they use technology to enhance their teaching and how library resources can contribute to their work. Thankfully, working for a vendor has not prevented me from learning about students' information needs and faculty's use of educational technology — but it has, by necessity, put me slightly farther away from the conversation.

Conclusion & Reflections

In the introduction to this piece, I stated that I had never imagined working for a vendor. I think this is not an unusual mindset; many librarians deviate from and often outright shun this career path. I'd like to encourage people to reconsider this attitude. I think all vendors that serve libraries need to hear the voices of librarians — and sometimes, we have greater voice and power from working within.

Don't mistake me, though — vendors are not the only ones who can benefit from partnering with librarians. This position has been invaluable in helping me hone and expand upon my technical skills. Working for a vendor may be an excellent way for you to advance your own professional goals.

I've appreciated the opportunity to share my experience with you; I hope you will feel free to contact me with any questions you might have about working for a vendor. 🌱

Rumors from page 26

also promised to run a **Provost's Panel**. We also have **Anurag Acharya**, Founder and lead engineer of **Google Scholar**, **Peter Brantley**, Director, **Bookserver Project**, **The Internet Archive**, **Kirsten Eschenfelder**, Professor,

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Lessons Learned

by **Amira Aaron** (Associate Dean, Scholarly Resources, Northeastern University Libraries)

As a “seasoned” librarian who has transitioned more than once between the academic library and vendor world, I have been thinking lately about several themes which unite all of my work experiences to date. In the past, we've often concentrated on the differences, but I think now that the similarities are really more important.

First, just a little about my background. I've had the good fortune of being on the staff of several excellent academic libraries, including **UCLA**, **MIT**, **Harvard**, **Brandeis**, and, currently, **Northeastern University**. But my career was also greatly enriched by the opportunity to work for serial vendors including **Faxon** (twice), **Readmore** and **Blackwell**, and to consult for some others.

So here are the major themes I'd like to discuss in this context:

1. Leadership
2. Innovation and Entrepreneurship
3. Customer Service
4. Collaboration
5. The Bottom Line
6. Trust, Transparency, and Respect
7. Need for Market Research and Prioritization
8. Technology
9. Organizational Culture and Staffing

Leadership

I am fortunate to have worked with a few incredible leaders in the industry — both at vendors and libraries. These leaders had clear vision and were willing to take serious risks. I think about **Dan Tonkery** and **Russell Shank** at **UCLA** who foresaw the potential early on of automating the library and made it happen. **Dan** then went on to expand his vision and leadership at more than one serials vendor. I can also point to **Will Wakeling** at **Northeastern**, who has a vision of transforming the library's value proposition on-campus and is guiding us carefully through that transformation. I never had the opportunity to work for **Ex Libris**, but have observed the vision of staff such as **Oren Beit-Arie**, bringing to the industry developments such as **SFX** (openURL linking), integrated search, recommender systems, and now a cutting-edge ILS in the cloud. These leaders are not content to accept the status quo and are always working towards an improved future and better service for their clients.

But one caveat here. It's not enough to be visionary. Leaders need also to know their market, know how to effectively undertake successful projects, and know how to hire and motivate staff who will make it all work. Unfortunately, many of us have seen

and lived through examples of vision (think **Faxon**) which was not based on reality and destroyed entire enterprises, both companies and libraries.

Innovation and Entrepreneurship

Coupled with the clear vision of a successful leader, I have found that the most exciting and successful organizations are those which foster a level of innovation and entrepreneurship among the staff. I was so fortunate to participate in the in-house development of one of the first integrated library systems, **Orion**, at **UCLA**, and the formation of the innovative back issue services, **Backserv** and **Backmed**, at **Readmore** (still ongoing at **Swets**). With the help of my colleague, **Marilyn Geller**, we also mounted the first vendor catalog on the Web, **ReadiCat**.

Another driver for innovation is that of competition. I remember that **Marilyn** and I had great fun and a good deal of motivation going head-to-head with **Fritz Schwartz**, then at our competitor, **Faxon**. Our library clients were the beneficiaries of our hard work, entrepreneurial thinking, and efforts to best each other. Similarly, at **UCLA**, **Dan Tonkery** and **Russell Shank** were driven partly in competition with other campuses and especially the statewide Division of Library Automation. Unfortunately, efforts to commercialize **Orion** were not approved by the campus administration. Today, libraries face steep competition with Google, Amazon, and other information services. We need to step up to the challenge and, as a profession, work on innovative projects for our patrons — witness the development of the Digital Public Library of America and some of the work being done at the Innovation Labs at **Harvard**. We also need to work more closely and aggressively with our competitors to insert our own expertise and innovative services into our users' preferred information environment.

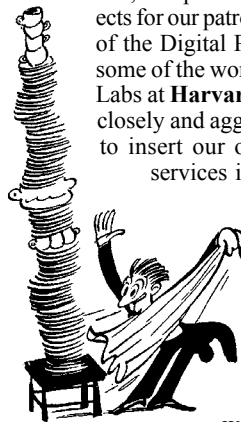
Customer Service

The ethic and practice of excellent public service must permeate the culture of all types of organizations.

At **Faxon** the customer service account representatives were the face of the company, and it was they who were directly responsible for the retention or loss of clients. The wonderful, personal service they provided led to close relationships with the library staff they served and made the demise of the company all that more painful on both sides. Similarly, in libraries, it is the staff who work closely with the faculty and students who represent the library to the parent organization and are largely responsible for its success and relevance.

But there is more to customer service than the day-to-day, face-to-face contact with those

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raphy? Obviously, you haven't cut your ties with your native land. We also know that you have a cottage on a lake in Muskoka, Ontario. Can you tell us about that?

LS: Living in the DC area in 1970-72 when my husband was a postdoctoral student probably started it. The people he worked with and their spouses were so open, direct, and warm — much more “out there” than in Toronto (at least the Toronto of those days). At the same time it was troubling to be in DC when it was still badly scarred from the 1968 riots and walking downtown was dangerous. I guess all this grew into a fascination with U.S./Canada cultural differences which I believe originate from each country's roots. Hence, the interest in history, and there's so much good stuff out there to read!

As for the cottage, for me it's where many beautiful things come together — water, trees, magnificent rock faces, fresh air, lots of wildlife, the seasons. This is where I'm happiest. 🌲

Rumors from page 30

School of Library and Information Studies, University of Wisconsin-Madison, Mike Shatzkin, Founder & CEO of The Idea Logical Company, a panel on “*Changes in Selling and Acquisition of University Press Content*” with Leila W. Salisbury, Director, University Press of Mississippi, Doug Armato, Director, University of Minnesota Press, Alison Mudditt, Director, University of California Press. And that's just a few of our speakers.

<http://www.katina.info/conference/>

Was excited to learn that the fantastic Doug Armato has recently been named President of the American Association of American University Presses. Doug obviously knows where the action is which is why he is coming to Charleston!

Facebook is a fascinating place to visit “had I but world enough and time”! We have a Charleston Conference FB page. Have you visited? In fact, I saw news of several colleagues the other day when I happened to stumble into FB. Rebecca Cybulsky Walden was one of them. Rebecca used to work at EBSCO (left in 2008) and does a lot of freelance work for the American Library Association (www.atyourlibrary.org) and also some consulting for Dan Tonkery's company, Content Strategies and some STM publishers.

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against the grain people profile

Leslie Straus

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BORN/LIVED/EARLY LIFE: Born in Kaslo, British Columbia near the end of WWII (then a relocation center for Japanese Canadians). At war's end the family moved to Waterloo, Ontario. Remained in Waterloo through graduation with a BA (English major) from the University of Waterloo, where I was fortunate to work two summers as a library assistant. Then came marriage, a move to Toronto, and a University of Toronto library degree.

PROFESSIONAL CAREER AND ACTIVITIES: Started out as a Junior Cataloger at York University Libraries in Toronto, progressing to Serials Cataloger, then Senior Cataloger before becoming Head of (technical) Processing. (I have vivid memories from those pre-MARC days of cataloging in a manual setting — endless searching and endless filing — fantasizing how wonderful it would be if only the NUC quarterly and monthly printed catalogs were somehow computerized). After that, there was a hiatus of two years as a stay-at-home mom in the Washington, DC area where husband Neil was a post-doctoral student. Then it was back to Toronto, where I began to work part-time for Coutts Library Services, helping to set up the company's continuations service. Involvement with Coutts led to involvement with UTLAS in an electronic ordering pilot project, which led to a job offer from UTLAS to be Manager of Product Marketing. Among the products we brought on-board at UTLAS to market in Canada was INNOVACQ, a nascent acquisitions system developed by Innovative Interfaces when Innovative consisted of half-a-dozen people working in three rented rooms in Berkeley. That involvement led to a job offer from Innovative to be a trainer, which rather quickly evolved into a combination training/sales/contracts role. (Being the Eastern Time Zone person for a California start-up meant that it was easy to get to wear multiple hats.) Twenty-one years later, in 2006, I retired from Innovative as VP of worldwide sales and marketing. Although happy with that being the sum total of my career, I found myself accepting an invitation three years later to head up SkyRiver, a new bibliographic utility for cataloging. This was a good decision. It has been a great adventure, not to mention learning experience, to be able to help launch SkyRiver with technology that eclipses anything I could have imagined as a cataloger in the 1960s. So I've come full circle in a very serendipitous way.

FAMILY: Married to Neil Straus (University of Toronto Professor Emeritus); two sons.

IN MY SPARE TIME: Not much of this right now, but whenever possible it's spent in Muskoka, Ontario at our cottage on a lake, canoeing, hiking, foraging for berries and mushrooms, or just enjoying the view of rocks, trees, and water (or ice and pristine snow).

FAVORITE BOOKS: Biographies and history, particularly U.S. history. Having become a naturalized U.S. citizen, it's interesting to learn more about the “other guys” after being schooled from a British-centric perspective.

PHILOSOPHY: Be curious; be as useful as possible; laugh whenever possible; be open to ideas and people.

MOST MEMORABLE CAREER ACHIEVEMENT: My role in bringing SkyRiver to the library community and introducing a cost-effective, full-service alternative for libraries when there wasn't one.

GOAL I HOPE TO ACHIEVE FIVE YEARS FROM NOW: Having the good health, energy, and time to engage in whatever adventure presents itself then.

HOW/WHERE DO I SEE THE INDUSTRY IN FIVE YEARS: Technology will continue to transform how information is managed and presented, but there will be no change in the need for bibliographic integrity and understanding the needs of information consumers. In fact, this will be even more vital because there will be so much more to deal with in so many different forms. It will be important for librarians to assert themselves in an industry that stands to learn a lot from their expertise and service commitment to patrons. Librarians who adapt to new technologies yet remain grounded in the fundamentals of librarianship will be important in keeping the world afloat in a sea of information, whether they're in libraries or in the industry. 🌲



other areas in Physical Sciences and Engineering after scientists around the world learned of our mission and support what we are trying to accomplish. Over the last 15 years, our publishing program has grown to include fields in life sciences, medicine, environmental science, business, economics, and Asian Studies. We are also developing significant and important programs on nanotechnology, energy, and materials science.

JL: I noticed that your physics publishing program includes authors such as Nobel Laureates Claude Cohen-Tannoudji (1997) and Leon Cooper (1972). Can you talk about some of your authors?

MP: One of the core missions of **World Scientific** is to work closely with our authors and provide them with as much support, from manuscript preparation to sales and marketing. A majority of our authors are very satisfied with working with us, and many are close friends whom we work with for many years. We are honored to have many Nobel Laureates like **Claude Cohen-Tannoudji** and **Leon Cooper** among our authors and also long-standing relations with Nobel Laureates like **P. W. Anderson**, **Ahmed Zewai**, and U.S. Secretary of Energy **Steve Chu**, himself a Nobel Prize winner. Some Nobel Laureates like **Eric Maskin**, who is the book series editor of our Series on Economic Theory, works closely with us to publish and develop the best books in their fields. Our authors are our partners, and we strive to continue developing and improving on our author-centric culture.

JL: Tell us about WSPC's eBook publishing program? I understand that you publish about 300 new eBook titles per year.

MP: We publish around 300 new eBooks a year and have around 5,000 eBooks in total so far. We have been developing our reference book program with e-versions of many top-quality handbooks and MRWs in the pipeline. Our yearly eBooks program looks to grow to 500 in the next three years. We have both a pick-and-choose model and also subject collections from various science and technology disciplines to business and medicine. We have received tremendous support from librarians on our eBook program and look to work closely with librarians to serve the information needs of their users.

JL: Just looking at one example, WSPC has a large publishing program with regard to nanotechnology, and I think that ATG readers are probably wondering how WSPC tracks hot areas (like nano) throughout the sciences.

MP: In addition to our in-house publishers and seniors editors, of whom many were former professors, scientists, and lecturers, we seek the advice of our managing editors, journal or book series board members, individual authors, and our network of advisors to spot trends and identify hot areas to publish. One good example, is the **World Scientific Series in Nanoscience and Nanotechnology**, of which the chief editor is **Frans Spaepen**

against the grain people profile

Dr. Mehdi Khosrow-Pour

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BORN AND LIVED: Place of Birth: Iran; Living in the U.S. since 1974.

EARLY LIFE: Lived in Florida during the 1970s through the early 1980s. Received a BBA and MS from the **University of Miami**; MBA from **Florida Institute of Technology**; and a Doctorate in Business Administration from **Nova Southeastern University**.

PROFESSIONAL CAREER AND ACTIVITIES: On the Faculty of the Business School at Penn State Harrisburg from 1982-2000 as an Associate Professor of Information Systems. Founded **IGI Global**, an international academic reference publisher in 1988. **IGI Global** provides comprehensive research publications (books, journals, encyclopedias, cases, proceedings, and databases) on information technology applied to education, social science, library science, healthcare, business management, public administration, and computer science. Offering premier, peer-reviewed publications to international researchers, librarians, and universities, **IGI Global** actively publishes under five imprints — Information Science Reference, Business Science Reference, Medical Information Science Reference, Engineering Science Reference, and IGI Publishing.

IN MY SPARE TIME: I like to run, swim, read, listen to music, scuba dive, and fly.

FAVORITE BOOKS: *Limits to Growth* by **Donella H. Meadows**; *The Sands of Time* by **Sidney Sheldon**; and *The World is Flat* by **Thomas L. Friedman**.

PETS: I love my two beautiful girls (cats), Basha and Anar.

PHILOSOPHY: My formula for success is (Success = Intelligence + Hard Work + Determination + Commitment).

MOST MEMORABLE CAREER ACHIEVEMENT: Completing my first edition of the *Encyclopedia of Information Systems* (5 Vols.) in 2006 and then the Second Edition (8 Vols.) in 2011.

GOAL I HOPE TO ACHIEVE FIVE YEARS FROM NOW: To obtain my Professional Pilot License.

HOW/WHERE DO I SEE THE INDUSTRY IN FIVE YEARS: Although one might assume that technological innovations will completely change knowledge dissemination, in my opinion, the pace of this change will be slower than the pace of forthcoming technological changes. However, we will notice a much stronger move toward the utilization of mobile systems for accessing knowledge by knowledge seekers, as well as much greater utilization of specialized aggregated databases in academic libraries worldwide. 🌱



from **Harvard**. Together with an editorial board consisting of world-leading academics in this field like **Dawn Borell** (UPenn), **Jeff Grossman** (MIT), **Mark Lundstrom** (Purdue), and **Mark Reed** (Yale), we are able to obtain good advice and insights in the field of nanotechnology so that the content and research we publish are at the forefront of the field, providing readers with high-quality and useful information.

JL: Thanks so much for keeping ATG readers apprised of WSPC's fascinating, professional, and STM publishing activities. 🌱

Rumors from page 40

Rebecca even has a full time job at the **U. of Alabama School of Law** as communications manager. She sent me two pictures of her children, **Ella** and **Connor**. Watch for them in a future issue of **ATG**!

One person I wish I could get to **Charleston** some day is **Lynne Rienner**. Apparently there is some upstart meeting that has the nerve to conflict with the

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Interview — Mehdi Khosrow-Pour from page 44

is that both print and electronic format will continue to be in demand." Do you still feel the same? Why?

MK-P: My position has not changed when it comes to demand for print vs. electronic. There will always be a demand and a desire for print. That format has been around for hundreds of years. Obviously, the demand for electronic content has also increased significantly and we have noticed this increase for IGI Global electronic content, but it would be an oversimplification to assume that the print market will disappear in ten years. The customers will always decide what format is the most suitable for their particular needs.

ATG: *We've spent a good bit of time asking some serious questions, but we have to ask, did you ever get that Kindle you mentioned the last time we spoke? You had just finished Thomas Friedman's "The World is Flat" and made a point to say that it was the print version and that you hadn't gotten a Kindle yet. We also know of your deep love of music and were hoping that you had some recommendations for our iPods.*

MK-P: I do have a Kindle now, two in fact. I also have an iPad 2. Interestingly enough, I

just finished *Steve Jobs* by Walter Isaacson on audio. I listened to it while travelling on the train, planes, or in my car. So you see, format has to be up to the customer. I understand my customers because I am a customer.

As far as recommendations for your iPods, I would suggest the following:

Drumming Song by Florence + The Machine

The Day Before The Day by Dido

Say Goodbye by Dave Matthews Band

Otis by Jay-Z and Kanye West

ATG: *Dr. Khosrow-Pour thank you very much for taking the time to talk with us.*

MK-P: Thank you for allowing me to share my experience with your readership. It should be noted that although running a business in this industry can be very challenging, it is also very rewarding. 🌱

Rumors from page 42

Charleston Conference. Anyway, I couldn't help but notice that **Lynne Rittenhouse Publishers** is celebrating **28 years of independent publishing** of books in politics and the social sciences to the general market. The press release brought back fond memories. I remember when the vivacious **Lynne** came to Charleston for another meeting (it was in the summer and it was hot). We had lunch at the **Pinckney Café** (right off the market). The **Pinckney** used to have the most fantastic pimienta cheese sandwiches. Now it's the **Cru Café** with great food but no pimienta cheese sandwiches. ☹️ Anyway, returning to **Lynne**, she just has published **Women and Congressional Elections: A Century of Change**, colorful stories from the campaign trail of women's performance in House and Senate elections.

Moving back to the Brit lane, was having a delightful conversation with **Richard Gedye** (once of OUP, now at STM) who was in Winchester, England, where he says

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and readiness — and then the producer points to the musicians, silently, “Begin.” Each strives for the performance of a lifetime. Then the piece ends and silence falls again. A button is pressed, and recording ceases. Then there is a collective whoosh of breath, “Phew!” Then it’s time to listen, to see if lightning was caught in mid-strike, or another merely correct but perfunctory performance.

Has “How writing happens” really been overthrown by the word processor? “Word Processor.” Kind of sounds like “Food Processor,” doesn’t it? I don’t reckon **Sam Clemens’** writing would come out so very different today. I’ll bet he might even still like to write in his pajamas (and who doesn’t?)...

No, the Traveling Medicine Show is still the Traveling Medicine Show. We’re still being sold dubious treatments for even more dubious ailments. And our true poverties are neglected. We’re starving for nutrition at a feast of junk food. We’re longing for some fresh examples of ingenuity amidst a parade of derivative throwaway junk. We’re aching for a sincere, kind word whilst drowning in an ocean of glad-handing, utterly cynical, tradeshow-floor marketing.

Oh, and don’t forget to take a free pen! Take several! They’re free! Have a breath mint! Don’t forget to drop your business card in the fish bowl! May I swipe your card? (No! A Thousand Times, No!!) You can get a bonus of 500 points by registering today! There’s never been a better time!

So we’ll leave today’s latest things, for now. If I can remember that long, next time perhaps it’ll be time to take a look at that most enduring of seemingly ephemeral digital artifacts, the “Social Identity.” 🌿

Rumors from page 45

it is snowing, (it’s in the 60s in Charleston). I was telling him that I spent time in my salad days (do they still use that term?) cleaning up skeletons next to Winchester Cathedral. **Richard** was telling me that the head of the dig back then, **Martin Biddle**, has just received the **freedom of the city award** from Winchester’s city council. And **Richard** even sent me the link! Isn’t it a small world?

http://www.hampshirechronicle.co.uk/news/5036447.Rare_honour_for_Winchester_archaeologist_Martin_Biddle/

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Don Stave – In Memorium

by **Richard Abel** (Aged Independent Learner) <reabel@q.com>

Don Stave was the fourth member of the band of Argonauts who joined the **Abel Company**. He remained one of the leading members of the “inside” staff which participated in the formulation of the Approval Plan and the related Standing Order system. He was highly instrumental in implementing those systems and in tweaking them over the years to make them increasingly responsive and relevant to the evolving needs of academic and research libraries across the developed world. The widespread employment of these systems to get appropriate books (knowledge parcels) into libraries as cheaply and quickly as possible owes much to the thought and work of **Don**.

Don graduated from the **University of North Carolina** with a degree in library science following his years in the service during WW II and his marriage to **Louise (Lou)** in 1946. **Lou** too trained and practiced as a librarian in the **Multnomah County Library** after their three children were well along.

Don had landed the job of acquisitions librarian in the library of the **Atomic Energy Agency** in Richland, Washington. It was there that the firm first made contact with **Don** as a knowledgeable bookman committed to the building of first-rate libraries. **Don** was prepared to entertain a wide variety of practices which would improve the book-dealer/library relationship. We soon learned that **Don** was contemplating seeking a job elsewhere.

In the meantime it had become clear to the then three of us (**Tom Martin**, **Fred Gullette**, and **Abel**) that the firm needed some professional librarian guidance in-house as the demands on the firm became more extensive and the number of libraries served continued to grow. The timing of these two decisions could not have come together at a better time. So the firm made an offer to **Don**, who, in turn, accepted it.

Not long after **Don** came aboard, the firm arranged with the **Washington State University Library** the primitive pioneer of the Approval Plan. **Don** became the point-man to review all the new incoming books each day and then select those which fit the teaching and research interests as defined by the university catalog. This trial went on for roughly half a year. The university library and faculty were so pleased with what **Don** had accomplished with respect to the rapid availability and the cost savings realized by the library that they wished to continue.

As a consequence, the firm understood that it needed first to put the plan on a sounder basis of subject definition and routinize buying and review of the universe of North American publishing to fully reflect the varied collecting interests of what was hoped to be an expanding universe of libraries employing the Plan. **Don’s** role in these exercises

was manifestly of prime importance. One of the most difficult problems which had to be mastered was that of fitting standing orders for books-in-series into the Plan. So doing involved not only the blurred definition of the term and the consequent malleability in its use by various librarians but the repeated failure of publishers to provide such a designation to some volumes contained in series of their making. Whatever the slipperiness and vagaries involved in trying to bring some rational order to subject definitions and relationships and publishing practices, **Don** was a stout participant in formulating a reasonably sensible system for dealing with such matters.

The firm now had a coherent program which the managers of the regional offices could take out and explain to libraries together with the requisite supporting thesauri and instruction manuals. The Plan was fairly widely adopted — always on a trial basis. As the number of participating libraries grew, the inevitable problems became manifest, requiring tweaking the system. **Don** was in the forefront of this ongoing effort to make a system as flawless as possible, being always dependent on the slipperiness of the language.

From these early days **Don** remained the in-house master of the Approval Plan and the Standing Order systems. This dominant position remained his through the translation of these systems to the computer and through the successive augmentations in two directions. First, the several revisions of the thesauri and the enlargement of the Plan to include all the languages of the major knowledge-producing countries of the world. Second, to lead the subsidiary book profiling centers in New Jersey and London through the difficult process of mastering the the major outlines and fine points of successfully describing books to fit the disparate collecting objectives of many of the world’s major academic and research libraries.

Tom Stave, **Don’s** son and a librarian at the **University of Oregon**, recalled that **Don** believed his continuing involvement in the evolution of the Approval Plan was a greater contribution to his profession of librarianship than would have been his role as a practicing librarian in a conventional research library. It would be a matter of great misunderstanding to deprecate this belief.

The principles and practices developed for getting books into such libraries as quickly and cheaply as possible has remained a continuing professional practice. All the libraries involved in such systems and their librarians owe profound respect and deep regard for **Don**, one of their colleagues who was the shepherd of those systems from their founding to the days of his final service in the **Blackwell** organization. 🌿





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Collecting to the Core from page 68

often refers to the work of other authors included in the book, which offers a nice full-circle reading and the opportunity to synthesize the individual texts within the work as a whole. The essays in the "Dance and Other Arts" section also present a wide-ranging scope, from **Wagnerian Gesamtkunstwerk**, in which all of the arts have equal value and together create a "whole," to the works of **Martha Graham**, who created a full theatrical experience including sculpture, music, dance, and costume. It also covers the pitfalls of using the music of great composers like **Beethoven** and **Mozart** and the ballet scenes portrayed famously in the art works of **Edgar Degas**.

Although some might complain that some of the essays, specifically those of the aestheticians/philosophers, are not easily read by undergraduates, *What Is Dance?* offers a bit of something for everyone, no matter their level of study. General populations such as students taking introductory courses in dance appreciation can glean knowledge of the dances of the nineteenth and twentieth centuries by reading the criticism of **Gautier**, **Denby**, **Croce**, and **Jowitt**. Upper-level students can delve into the anthropological and historical treatises. And graduate students can delight in the texts by philosophers **Langer**, **Barthes**, **Margolis**, and **Sparshott**. With such a variety of topics and with such a diversity of voices and opinions, **Copeland** and **Cohen's** *What Is Dance?* remains a standard for academic libraries. 🐼

Endnotes

1. Even with the rise in theoretical courses, due to the small number of dance scholars and seemingly publishers' profit motives, anthologies were more likely to be published than scholarly monographs. The monographs that have been published focus more on interdisciplinary, theoretical approaches (e.g., queer theory, cultural theory, history, literary theory, ethnography, etc.) and monographs on one dance are very rare, though one example of note is **Janet Lansdale's** *The Struggle with the Angel*, published by Dance Books, Inc. in 2007.
2. **SUNY Potsdam LibGuide**. Online at: <http://potsdam.libguides.com/dance>. Accessed Jan. 21, 2012.
3. **Copeland, Roger** and **Marshall Cohen**, eds. *What is Dance?* Oxford: Oxford UP, 1983.*

Editor's note: An asterisk () denotes a title selected for *Resources for College Libraries*.

Rumors from page 47

Remaining in the Brit area for a few more minutes, was talking to one of my favorites **Liz Chapman** about **miniature books**. Did you know that **Liz** collects them? She says that she began collecting them as a child and continues to this day.

And this is a bigger book! **Donna Jacobs** tells me that her **Arcadia** book on **Charleston's West Ashley neighborhood** is coming out at the end of April!



Pictured here are photos of **Audrey Powers'** granddaughter, **Erika**. Isn't she a cutie?

I am planning to attend the launch party! Running out of room. See y'all online or in June! **Yr. Ed.** 🐼